



EMORY
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Understanding Food Choices in the Context of Globalizing Food Options

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Changing burden of disease and Nutrition Transition

- Underweight is still the leading cause of morbidity & mortality
- Chronic diseases are increasing worldwide
 - In urban India, “cross-over”, with underweight in childhood and overweight in adulthood
- Nutrition Transition
 - With globalization and economic development, people even remote places are exposed to new items
 - Implications both positive and negative
 - Increase the stability and diversity of food supplies
 - Introduce calorie-rich-nutrient-poor items

Research questions

In a remote district in Southern India that globalization is just reaching:

- How do people make decisions about food consumption when faced with new food options competing with traditional foods?
- Under what conditions are global vs. traditional items selected?

Capturing transition as it occurs

- Vijayapura (Bijapur) District, Karnataka State in Southern India
- Vijayapura (Bijapur) city is the main urban center
 - Population of 326,360
- Remote place recently undergoing economic and social change



Developing pictorial instruments

- Database of >1000 foods and beverages available locally
 - Designed picture cards
- Organized items into 6 food-groups:
 1. fruit+vegetables
 2. cereals+pulses
 3. snacks+sweets
 4. animal products
 5. oils+sweeteners+condiments
 6. beverages
- Categorized items into 3 types
 - a) local/traditional
 - b) national - non-local but of Indian origin
 - c) global/modern based
- Each food group contained multiple items from each origin type

Local **FRUIT**



National



Global



SAVORY SNACKS

Local



National



Global



Developing choice game instruments

- Short questionnaires relating to picture cards
- Familiarity – ever seen and where
- Within each food group, among 1 local, one national and 1 global item:
 - Consumption – ever and frequency
 - Choice scenarios– which they would select under each condition:
 - Had more money
 - Wanted something tasty
 - Were hungry
 - Were considering their health
 - Had time constraints
- To reduce respondent burden, each respondent was shown a randomly-selected subset of items

Participants and surveys

- Interviewers were trained
 - Randomization methods
 - Survey instruments, field methods
 - Knowing all of the items
- Participants
 - Hospital-based sample
 - 100 non-patients
 - Adults who were visiting or waiting for a friend or relative



Familiarity with local, national, and global foods

Have you seen this...

%	Fruits & vegetables?	Cereals & pulses?	Snacks?	Animal products?	Oils, Sweeteners, condiments?	Drinks?
<i>Local/traditional</i>						
Advertised	2	0	4	0	0	2
Had it with a friend	0	0	0	0	0	2
Saw it at market	71	37	40	60	44	25
Have it at home	60	86	82	60	73	81
<i>National/mixed</i>						
Advertised	2	7	4	2	7	3
Had it with a friend	0	0	0	0	0	0
Saw it at market	86	76	76	70	77	75
Have it at home	34	31	20	12	16	19
<i>Global/modern</i>						
Advertised	4	9	13	8	7	11
Had it with a friend	0	0	0	5	0	0
Saw it at market	33	54	66	55	36	37
Have it at home	0	14	15	6	0	6

Consumption of local, national, and global foods

Have you eaten this...

%	<i>Fruits & vegetables</i>	<i>Cereals & pulses</i>	<i>Snacks</i>	<i>Animal products</i>	<i>Oils, fats, sweeteners, condiments</i>	<i>Drinks</i>
Ever consumed						
Local/traditional	96	100	100	98	98	98
National/mixed	97	76	67	50	64	75
Global/modern	7	30	47	44	14	24
Consumed most frequently among those ever consuming						
Local/traditional	100	87	85	97	91	
National/mixed	0	7	15	3	9	
Global/modern	0	7	0	0	0	

Drivers of selecting away from local foods

%	<i>Fruits & vegetables</i>	<i>Cereals & pulses</i>	<i>Snacks</i>	<i>Animal products</i>	<i>Oils, sweeteners, condiments</i>
Would change selection from local to national or global if...					
...have additional Rs. 250	0	12	8	5	6
...want something tasty	0	13	3	0	0
... want something healthy	0	9	6	4	6
... are hungry	0	6	3	6	6
... have little time to prepare	0	8	3	4	1

Drivers of food choice

Why do you eat this often...

%	<i>Fruits & vegetables</i>	<i>Cereals & pulses</i>	<i>Snacks</i>	<i>Animal products</i>	<i>Oils, sweeteners, condiments</i>
Reason for selecting the most frequently consumed item					
Price	0	3	4	0	0
Ease of finding	0	63	43	37	41
Provides energy	100	7	0	13	9
Is healthy	0	10	0	40	5
Tastes good	0	17	54	10	46

Scenarios – What would you choose...?

	<i>Fruits & vegetables</i>	<i>Cereals & pulses</i>	<i>Animal products</i>	<i>Oils, Sweeteners, condiments</i>	<i>Drinks</i>
%					
...if you had an additional Rs. 250 to spend??					
Local/traditional	49	53	51	67	40
National/mixed	40	37	37	28	49
Global/modern	11	11	12	4	11
...if you want something tasty??					
Local/traditional	46	83	53	80	56
National/mixed	52	10	31	20	41
Global/modern	2	7	16	0	3
...if you want something healthy??					
Local/traditional	49	70	59	84	53
National/mixed	46	29	22	12	42
Global/modern	6	2	20	4	5
...if you were hungry??					
Local/traditional	46	66	78	76	74
National/mixed	54	17	15	8	24
Global/modern	0	17	7	16	2
...if you had little time for preparation??					
Local/traditional	48	59	80	78	82
National/mixed	51.9	24	16	6	15
Global/modern	0	17	4	16	3

Food choice in a changing food environment

What people eat

- People consumed local foods daily; non-local foods were generally not consumed daily
- Many people had tried non-local foods but did not consume frequently

What people prefer

- Under most circumstances, people preferred local items
- Most people did not replace non-local goods under any circumstances.
- The most likely to change were cereal and pulses

How choices engage with the food environment

- Most people knew local foods and had them at home
- Many had seen local and non-local foods while shopping
- Few people remembered having seen foods advertised, but most frequently for global foods
- No evidence of peer introduction to foods

Research priorities in deciding whether/how to intervene

- How do diets change?
 - What is adopted, what is abandoned, what is retained and why
- What do we mean by “rapidly changing diets”?

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